



(12) **Patent Application Publication**
WEISS et al.

(10) **Pub. No.: US 2013/0246149 A1**
(43) **Pub. Date: Sep. 19, 2013**

(52) **U.S. Cl.**
USPC 705/14.26

(57) **ABSTRACT**

A server device includes a memory and a processor communicatively coupled to the memory. The processor is configured to execute instructions associated with permitting searching of an electronic book profile of a desired electronic book by a user based on a predetermined search code provided thereto, and providing a search result based on the searching of the electronic book profile such that a non-discount price of the desired electronic book is presented to the user. The processor is also configured to execute instructions associated with authenticating the user based on a unique promotional code such that the desired electronic book is downloadable to an electronic device by the user, and resetting the non-discount price to a discount price less than the non-discount price associated with the desired electronic book based on tracking interaction of the user with a number of electronic book profiles.

(22) Filed: **Mar. 13, 2012**

Publication Classification

(51) **Int. Cl.**
G06O 30/02 (2012.01)

